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ADVERTISING AND MEDIA

Advertising Strategies in a Dynamic Oligopoly, GARY M. ERICKSON, May 1995, 233–37.

The author uses a dynamic model of oligopolistic advertising competition, in which competitors are assumed to make a series of single-period advertising decisions with salvage values attached to achieved sales in each period, as the foundation for empirical analysis of the competitive situation involving the three largest ready-to-eat cereal manufacturers, Kellogg's, General Mills, and the Post Division of Philip Morris' General Foods. The primary insight of the author's empirical analysis is that General Mills places a higher future value on achieved sales than do the other competitors in the market.

Consumer Involvement and Deception from Implied Advertising Claims, GITA VENKATARAMANI JOHAR, August 1995, 267–79.

Results from Experiment 1 reveal that consumers highly involved in processing an advertisement are likely to make invalid inferences from incomplete-comparison claims at the time of processing and, hence, be deceived. Less involved consumers may be induced to complete such claims at the time of measurement, which makes it appear that they also were deceived by the advertisement. Experiment 2 then demonstrates that deception depends on the processing demands of the advertising claim. Only less involved consumers are deceived by inconspicuous-qualification claims, which require detailed processing of the advertisement for non-deception. The author discusses the implications of these findings for advertisers and public policy.

How T.V. Advertising Works: A Meta-Analysis of 389 Real World Split Cable T.V. Advertising Experiments, LEONARD M. LODISH, MAGID ABRAHAM, STUART KALMENSON, JEANNE LIVELSBERGER, BETH LUBETKIN, BRUCE RICHARDSON, and MARY ELLEN STEVENS, May 1995, 125–39.

The authors analyze results of 389 BEHAVIORSCAN® matched house-hold, consumer panel, split cable, real world T.V. advertising weight, and copy tests. Additionally, study sponsors—packaged goods advertisers, T.V. networks, and advertising agencies—filled out questionnaires on 140 of the tests, which could test common beliefs about how T.V. advertising works, to evaluate strategic, media, and copy variables unavailable from the BEHAVIORSCAN® results. Although some of the variables did indeed identify T.V. advertising that positively affected sales, many of the variables did not differentiate among the sales effects of different advertising treatments. For example, increasing advertising budgets in relation to competitors does not increase sales in general. However, changing brand, copy, and media strategy in categories with many purchase occasions in which in-store merchandising is low increases the likelihood of T.V. advertising positively affecting sales. The authors' data do not show a strong relationship between standard recall and persuasion copy test measures and sales effectiveness. The data also suggest different variable formulations for choice and market response models that include advertising.

The Impact of Affective Reactions on Attitudes Toward the Advertisement and the Brand: A Step Toward Ecological Validity, CHRISTIAN M. DERBAIX, November 1995, 470–79.

The author investigates the impact of affective reactions elicited by television advertisements on two variables of major interest in advertising: attitude toward the advertisement (Aad) and postexposure brand attitude (A_{bp}). Previous research has suffered from using non-natural settings, verbal measures of affect, and unknown brands. The author's study avoids forced exposure, uses a real program in which real commercials for unknown and known brands were embedded, and interviews subjects after they have viewed all the commercials. Thus, it offers a more natural setting in which to examine whether previously established relations between affective reactions and Aad and attitude toward the brand (A_b) still hold. The author measures affective reactions through facial expressions, as well as classical verbal measures, and finds that the contribution of affective responses to Aad and A_{bp} is evident for verbal, but not facial, measures of affect. The impact of affective responses varies in a theoretically predictable way across familiar and unfamiliar brands, with the latter being more influenced by verbal affective reactions generated by the advertisement. The author presents several explanations for the results and offers issues for further research.

"Sweet Lemons": Illusory Quality, Self-Deceivers, Advertising, and Price, PHILIP M. PARKER, August 1995, 291–307.

See "Strategy and Planning"

BRAND EVALUATION AND CHOICE

A Brand's Eye View of Response Segmentation in Consumer Brand Choice Behavior, RANDOLPH E. BUCKLIN, SUNIL GUPTA, and SANGMAN HAN, February 1995, 66–74.

The authors develop an approach to reveal segmentation in response to marketing variables at a brand-level perspective. In the proposed procedure, response segmentation is analyzed separately for each brand instead of jointly across all brands. This yields a segmentation picture oriented toward the potential targeting objectives of the brand manager. Using the multinomial logit and probabilistic mixture models, the procedure first calibrates consumer response in the brand choice decision. Individual-level measures of response for a given marketing variable (e.g., price) are then computed, and brand-level segments are obtained by clustering brand-specific response. Using scanner panel data, the approach is applied to price response segmentation for brands that compete in the ground coffee category. The results illustrate a series of implications for brand strategy, particularly the potential for targeting marketing activity to different response segments.

Implications for Asymmetry, Nonproportionality, and Heterogeneity in Brand Switching from Piece-wise Exponential Mixture Hazard Models, MICHEL WEDEL, WAGNER A. KAMAKURA, WAYNE S. DESARBO, and FRENKEL TER HOFSTEDE, November 1995, 457–62.

The authors develop a class of mixtures of piece-wise exponential hazard models for the analysis of brand switching behavior. The models enable the effects of marketing variables to change nonproportionally over time and can, simultaneously, be used to identify segments among which switching and repeat buying behavior differ. Several forms of asymmetry in brand switching are accommodated. The authors provide an application to the analysis of scanner panel data on ketchup, which illustrates the implications for asymmetry, nonproportionality, and heterogeneity.

The results show that the model predicts purchases and purchase timing in holdout data better than the models proposed by Kamakura and Russell (1989) and Vilcassim and Jain (1991).

Incorporating Prior Knowledge into the Analysis of Conjoint Studies, GREG M. ALLENBY, NEERAJ ARORA, and JAMES L. GINTER, May 1995, 152–62.

The authors use conjoint analysis to provide interval-level estimates of part-worths allowing tradeoffs among attribute levels to be examined. Researchers often possess prior information about the part-worths, such as the order and range restrictions of product attribute levels. It is known, for example, that consumers would rather pay less for a specific product given that all other product attribute levels are unchanged. The authors present a Bayesian approach to incorporate prior ordinal information about these part-worths into the analysis of conjoint studies. Their method results in parameter estimates with greater face validity and predictive performance than estimates that do not utilize prior information or those that use traditional methods such as LINMAP. Unlike existing methods, the authors' methods apply to both rating and choice-based conjoint studies.

Making the Cut: Modeling and Analyzing Choice Set Restriction in Scanner Panel Data, S. SIDDARTH, RANDOLPH E. BUCKLIN, and DONALD G. MORRISON, August 1995, 255–66.

The authors develop an approach to determine and analyze choice set restriction on the basis of secondary source information on consumer purchase histories. Individual-level choice sets are estimated using a Bayesian updating procedure in conjunction with the multinomial logit model. The authors apply the procedure to scanner panel data for the liquid laundry detergent category. An analysis of estimated choice sets across panelists reveals that market share does not "go hand-in-hand" with choice set share (the percentage of choice sets in which a brand is a member). Examining choice set membership patterns, such as the co-occurrence of brands in the same product line, also provides insight into sister-brand cannibalization. Estimation results also show that promotions can expand choice sets, providing excluded brands a means to gain entry and long-term sales benefits.

Modeling Consumers' Choices of Multiple Items, BARI A. HARLAM and LEONARD M. LODISH, November 1995, 404–18.

Contemporary choice models focus on choice opportunities in which consumers purchase a quantity of a *single* item in a product category. However, failing to recognize the possibility of assortments of *multiple*-item purchases can lead to incorrect conclusions about the impact of past purchase behavior on current choices. The authors propose a model that allows for multiple-item shopping trips and apply it to scanner data for powdered soft drinks. The model provides descriptions about the influence of (1) consumer's prior behavior across previous shopping trips, (2) behavior *within* the same shopping trip, (3) the in-store shelf assortment available at the time of purchase, and (4) marketing mix variables on multiple-item shopping trip choices. The authors' model provides better choice predictions in a holdout sample at the aggregate and assortment composition levels than a traditional, single-purchase choice model. Using the model, they present simulation and naturally occurring experiment results in the powdered soft drink category. Finally, they discuss the value of their results for understanding the consequences of consumer's choice and their implications for manufacturers.

Studying Consideration Effects in Empirical Choice Models Using Scanner Panel Data, RICK L. ANDREWS and T.C. SRINIVASAN, February 1995, 30–41.

See "Market Analysis and Response"

Using Economic Incentives to Distinguish Perception Bias From Discrimination Ability in Taste Tests, KIN-NAM LAU, GERALD POST, and ALBERT KAGAN, May 1995, 140–51.

Taste tests are commonly used to determine if participants can detect a difference between products; however, any test is subject to guessing and a perception bias by the participants. The authors use economic incentives to induce subjects to reveal their perceived tasting abilities and minimize their guessing. The method provides three additional pieces of information: (1) a test of the differences between the products, (2) a measure of the subject's perceived discrimination ability, and (3) a measure of the subject's perception bias with respect to his or her true discrimination ability.

BRAND MANAGEMENT

The Effects of Culture and Socioeconomics on the Performance of Global Brand Image Strategies, MARTIN S. ROTH, May 1995, 163–75.

Developing and managing brand image is an important part of a firm's marketing program. However, little research has been done (1) on linking the use of brand image strategies to product performance or (2) on managing brand images in global markets. The author examines the brand image-performance linkage for consumer goods in two categories marketed internationally. He also develops a conceptual framework that identifies various cultural and socioeconomic environmental characteristics of foreign markets that are hypothesized to affect brand image performance. Results from a 10 country/60 region study indicate that cultural power distance, cultural individualism, and regional socioeconomics affect the performance of functional (problem prevention and solving), social (group membership and symbolic), and sensory (novelty, variety, and sensory gratification) brand image strategies. The author then discusses the implications for managers marketing brands internationally and the directions for further research.

Making the Cut: Modeling and Analyzing Choice Set Restriction in Scanner Panel Data, S. SIDDARTH, RANDOLPH E. BUCKLIN, and DONALD G. MORRISON, August 1995, 255–66.

See "Brand Evaluation and Choice"

Using Survey Data to Predict Adoption and Switching for Services, SAMARADASA WEERAHANDI and SOUMYO MOITRA, February 1995, 85–96.

See "New Product Development and Launch"

BUSINESS-TO-BUSINESS MARKETING

Analyzing Constant-Sum Multiple Criterion Data: A Segment-level Approach, WAYNE S. DE SARBO, VENKATRAM RAMASWAMY, and RABIKAR CHATTERJEE, May 1995, 222–32.

See "Market Analysis and Response"

Contractual Arrangements in Franchising: An Empirical Investigation, DEEPAK AGRAWAL and RAJIV LAL, May 1995, 213–21.

See "Channels of Distribution"

The Effects of Supplier Fairness on Vulnerable Resellers, NIRMALYA KUMAR, LISA K. SCHEER, and JAN-BENEDICT E.M. STEENKAMP, February 1995, 54–65.

See "Trading Relationships"

CHANNELS OF DISTRIBUTION

Contractual Arrangements in Franchising: An Empirical Investigation, DEEPAK AGRAWAL and RAJIV LAL, May 1995, 213–21.

The authors use primary data to empirically test several hypotheses about business format franchising on the basis of the theoretical model presented in Lal (1990). They find support for the hypothesis that royalty rate balances the incentives to the franchisor to invest in brand name with those to the franchisees to invest in retail service. Also consistent with the mixed strategy equilibrium, the authors find that royalty rate positively affects monitoring frequency, and that monitoring costs negatively affect service levels. However, contrary to the theory, the authors find that monitoring costs inversely affect monitoring frequency among franchisors. They analytically extend Lal's model to incorporate heterogeneity in monitoring costs among franchisees belonging to the same franchisor and find strong empirical support for the hypothesis that monitoring costs inversely affect monitoring frequency within a franchise system.

The Effects of Perceived Interdependence on Dealer Attitudes, NIRMALYA KUMAR, LISA K. SCHEER, and JAN-BENEDICT E.M. STEENKAMP, August 1995, 348–56.

Channels research has consistently argued that asymmetric channel relationships are more dysfunctional than those characterized by symmetric interdependence. The authors propose that the degree of both interdependence asymmetry and total interdependence affect the level of interfirm conflict, trust, and commitment. Using survey data from automobile dealers, they demonstrate that, with increasing interdependence asymmetry, the dealer's trust in and commitment to the supplier decline while interfirm conflict increases. In addition, they demonstrate that re-

lationships with greater total interdependence exhibit higher trust, stronger commitment, and lower conflict than relationships with lower interdependence. The effects on conflict are consistent with those predicted by bilateral deterrence theory, and the effects on trust and commitment are in accord with the authors' bilateral convergence predictions.

The Effects of Supplier Fairness on Vulnerable Resellers, NIRMALYA KUMAR, LISA K. SCHEER, and JAN-BENEDICT E.M. STEENKAMP, February 1995, 54–65.
See "Trading Relationships"

CONSUMER BEHAVIOR

Consumer Involvement and Deception from Implied Advertising Claims, GITA VENKATARAMANI JOHAR, August 1995, 267–79.
See "Advertising and Media"

The Impact of Affective Reactions on Attitudes Toward the Advertisement and the Brand: A Step Toward Ecological Validity, CHRISTIAN M. DERBAIX, November 1995, 470–79.
See "Advertising and Media"

When to Accentuate the Negative: The Effects of Perceived Efficacy and Message Framing on Intentions to Perform a Health-Related Behavior, LAUREN G. BLOCK and PUNAM ANAND KELLER, May 1995, 192–203.
The authors explore the relationship between perceived efficacy, depth of processing, and message framing. They conduct two experiments on varying health-related issues: sexually transmitted disease and skin cancer. In both studies, the authors demonstrate that a low efficacy condition (i.e., when it is uncertain that following the recommendations will lead to the desired outcome) motivates more in-depth processing. They then show that when subjects process in-depth, negative frames are more persuasive than positive ones. In contrast, a high efficacy condition generates less effortful message processing in which positive and negative frames are equally persuasive.

EDITORIALS

Editorial, VIJAY MAHAJAN, February 1995, iii.
Journal of Marketing Research Editorial Policies, February 1995, iv.

Psychometric Methods in Marketing Research: Part I, Conjoint Analysis, J. DOUGLAS CARROLL and PAUL E. GREEN, November 1995, 385–91.
See "Market Analysis and Response"

Weak Signals Versus Strong Paradigms, C.K. PRAHALAD, August 1995, iii-viii.
See "Strategy and Planning"

FORECASTING

Incorporating Prior Knowledge into the Analysis of Conjoint Studies, GREG M. ALLENBY, NEERAJ ARORA, and JAMES L. GINTER, May 1995, 152–62.
See "Brand Evaluation and Choice"

Isolating the Determinants of Innovativeness: A Split-Population Tobit (SPOT) Duration Model of Timing and Volume of First and Repeat Purchase, MURALI CHANDRASHEKARAN and RAJIV K. SINHA, November 1995, 444–56.
See "New Product Development and Launch"

Modeling Consumers' Choices of Multiple Items, BARI A. HARLAM and LEONARD M. LODISH, November 1995, 404–18.
See "Brand Evaluation and Choice"

Predicting Behavior From Intention-to-Buy Measures: The Parametric Case, ALBERT C. BEMMAOR, May 1995, 176–91.
The author develops a probabilistic model that converts stated purchase intents into purchase probabilities. The model allows heterogeneity between nonintenders and intenders with respect to their probability to switch to a new "true" purchase intent after the survey, thereby capturing the typical discrepancy between overall mean purchase intent and subsequent proportion of buyers (bias). When the probability to switch of intenders is larger (smaller) than that of nonintenders, the overall mean purchase intent overestimates (underestimates) the proportion of buyers. As special cases, the author derives upper and lower bounds on proportions of buyers from purchase intents data and shows the consistency of those bounds with observed behavior, except in predictable cases such as new products and business markets. However, a straightforward modification of the model deals with new product purchase forecasts.

A Segmentation Model for the Targeted Marketing of Consumer Durables, BARRY L. BAYUS and RAJ MEHTA, November 1995, 463–69.
The authors use finite mixture distribution theory to develop a segmentation model for targeting potential consumer durable buyers. The model enables them to identify simultaneously durable replacer segments on the basis of household characteristics and product ages and determine which of the household characteristics are significant predictors of segment membership. Using household data for five home appliances, the authors present an empirical application of the model. They also discuss managerial implications and uses of this approach.

A Single Ideal Point Model for Market Structure Analysis, DAVID B. MACKAY, ROBERT F. EASLEY, and JOSEPH L. ZINNES, November 1995, 433–43.
See "Market Analysis and Response"

Using Economic Incentives to Distinguish Perception Bias From Discrimination Ability in Taste Tests, KIN-NAM LAU, GERALD POST, and ALBERT KAGAN, May 1995, 140–51.
See "Brand Evaluation and Choice"

Using Extremes to Design Products and Segment Markets, GREG M. ALLENBY and JAMES L. GINTER, November 1995, 392–403.
See "New Product Development and Launch"

Using Survey Data to Predict Adoption and Switching for Services, SAMARADASA WEERAHANDI and SOUMYO MOITRA, February 1995, 85–96.
See "New Product Development and Launch"

MARKET ANALYSIS AND RESPONSE

Analyzing Constant-Sum Multiple Criterion Data: A Segment-level Approach, WAYNE S. DE SARBO, VENKATRAM RAMASWAMY, and RABIKAR CHATTERJEE, May 1995, 222–32.
The authors propose a methodology for determining the segment-level impact of explanatory variables on multiple criterion measures obtained on a constant-sum scale. These explanatory variables could characterize different product, situation, or person related conditions that either occur naturally or are experimentally manipulated. Their proposed methodology simultaneously estimates market segment membership and multivariate segment-level parameters for each dependent criterion, using finite mixtures of conditional Dirichlet distributions. They conduct a modest Monte Carlo simulation analysis to investigate the performance of the proposed methodology. The authors also provide an empirical application to industrial buying decisions that examines the impact of the type of buying situation on multiple vendor selection criteria such as economic cost, functional performance, vendor cooperation, and vendor capability.

A Brand's Eye View of Response Segmentation in Consumer Brand Choice Behavior, RANDOLPH E. BUCKLIN, SUNIL GUPTA, and SANGMAN HAN, February 1995, 66–74.
See "Brand Evaluation and Choice"

Capturing Geographically Localized Misspecification Error in Retail Store Choice Models, ROLAND T. RUST and NAVEEN DONTHU, February 1995, 103–110.
See "Statistical Methods"

The Effects of Culture and Socioeconomics on the Performance of Global Brand Image Strategies, MARTIN S. ROTH, May 1995, 163–75.
See "Brand Management"

A Factor-Analytic Probit Model for Representing the Market Structure in Panel Data, TERRY ELROD and MICHAEL P. KEANE, February 1995, 1–16.

Internal market structure analysis infers both brand attributes and consumer preferences for those attributes from preference or choice data. The authors exploit a new method for estimating probit models from panel data to infer market structures that can be displayed in few dimensions, even though the model can represent every possible vector of purchase probabilities. The result outperforms each of several other models, including Choice Map, SCULPTRE, and Chintagunta's latent class model in terms of goodness of fit, predictive validity, and face validity for a detergent data set. Because theirs is the only market structure model to outperform the structureless Dirichlet-multinomial stochastic brand choice model, the other methods cannot claim to have recovered market structure for these data.

Modeling the Response Pattern to Direct Marketing Campaigns, AMIYA K. BASU, ATASI BASU, and RAJEEV BATRA, May 1995, 204–12.

The authors propose a new model of response pattern to a direct marketing campaign. They estimate their model and four competing model forms using a new maximum likelihood procedure for response data from four different campaigns. Their proposed model fits the data very well. The authors then offer a method to use the model to estimate the eventual number of responses to a campaign using early return data and knowledge of past campaigns. Finally, the authors suggest an application to predicting returns to mail surveys.

Psychometric Methods in Marketing Research: Part I, Conjoint Analysis, J. DOUGLAS CARROLL and PAUL E. GREEN, November 1995, 385–91.

A Single Ideal Point Model for Market Structure Analysis, DAVID B. MACKAY, ROBERT F. EASLEY, and JOSEPH L. ZINNES, November 1995, 433–43.

Computing unsegmented product maps from preference data by means of single ideal point models is commonly thought to be impossible because of indeterminacy problems. The authors show that this mathematical indeterminacy can be overcome by incorporating dependent sampling assumptions into a probabilistic multidimensional scaling (MDS) model. As a result, product space maps can be estimated for single markets from preference data alone. If desired, dissimilarity data can be combined with preference data to produce jointly estimated product space maps. The authors illustrate the advantages of the proposed approach with real and simulated data. They also make comparisons to both internal and external deterministic models. The results are favorable.

Studying Consideration Effects in Empirical Choice Models Using Scanner Panel Data, RICK L. ANDREWS and T.C. SRINIVASAN, February 1995, 30–41.

The authors develop a dynamic consideration set formation model, complementary to the static model developed by Roberts and Lattin (1991). The model does not require direct consumer reports of consideration and therefore can be applied to scanner data. Explicitly incorporating consideration effects appears to improve the multinomial logit model significantly.

NEW PRODUCT DEVELOPMENT AND LAUNCH

Determinants of Competitor Response Time to a New Product Introduction, DOUGLAS BOWMAN and HUBERT GATIGNON, February 1995, 42–53.

This research studies a neglected dimension of competitive defensive strategy—the speed of a competitor's reaction to the introduction of a new product. Building on the literature in organizational and strategic management, the authors investigate how the strategic pressures facing a firm and its organizational characteristics influence the speed with which it is willing and able to respond. A model that considers the ordered nature of the dependent measure is specified and estimated using PIMS data on industrial and consumer product manufacturers. Market growth, the market share of the reacting firm, the typical new product development time and the frequency of product changes in the industry, and the market share of the threatening firm appear to be significant determinants of reaction time.

The Effects of Advertised and Observed Quality on Expectations About New Product Quality, PRAVEEN K. KOPALLE and DONALD R. LEHMANN, August 1995, 280–90.

The authors describe a model of the effects of advertised and observed quality on consumer expectations about new product quality. They test the model using data from two computer-controlled shopping experiments. In both studies, quadratic and gamma specifications for the effect of advertising claim discrepancy on expectation change fit better than a linear model. Furthermore, the adaptive expectations framework describes the updating of consumer expectations when the consumer observes the quality of the new product. In this setting, the observed quality is more influential than the advertised quality in changing expectations, and "good news" is discounted, whereas "bad news" is more readily accepted.

How Well Do You Know Your Partner? Strategies for Formulating Proxy-Reports and Their Effects on Convergence to Self-Reports, GEETA MENON, BARBARA BICKART, SEYMOUR SUDMAN, and JOHNNY BLAIR, February 1995, 75–84.

See "Survey Design"

Isolating the Determinants of Innovativeness: A Split-Population Tobit (SPOT) Duration Model of Timing and Volume of First and Repeat Purchase, MURALI CHANDRASHEKARAN and RAJIV K. SINHA, November 1995, 444–56.

The authors present the Split-Population Tobit (SPOT) duration model to incorporate two conceptually distinct dimensions of innovativeness in a single framework, namely, the timing and volume of adoption. Rather than utilizing a diffusion model specification based on word-of-mouth and social contagion effects, the present approach uses a growth model specification and delineates a general function of time to describe the distribution of adoption timing. Estimation and several validation exercises performed on a data set describing the diffusion of personal computers across a sample of over 3000 U.S. firms provide strong support for the superiority of the SPOT model over models derived from restricted conceptualizations of innovativeness. The empirical work, albeit modest, tests the impact of covariates, such as firm-size and decision-centralization, on the dimensions of innovativeness and sheds light on some inconsistent findings in the innovation adoption literature. The authors subsequently derive the extended SPOT model (EXT-SPOT) to incorporate repeat purchase volume and timing in the SPOT framework. Finally, they discuss limitations, further research directions, and implications for the practitioner.

Organizational Market Information Processes: Cultural Antecedents and New Product Outcomes, CHRISTINE MOORMAN, August 1995, 318–35.

Organizational research suggests that the way information is used is likely to be a function of the presence of organizational systems or processes, in addition to individual manager activities. The author suggests that firms vary their emphasis on certain organizational market information processes, such as information acquisition, information transmission, conceptual use of information, and instrumental use of information. The author argues that the emphasis is determined, in part, by the congruence, or fit, among an organization's cultural norms and values and theorizes that the presence of these organizational information processes affects new product outcomes. Survey results indicate that clans dominate the other cultures in predicting organizational market information processes, suggesting that information processes are fundamentally "people processes" that involve commitment and trust among organizational members. The results have important implications for balancing internal and external orientations within firms. The results also indicate that the information utilization processes, especially those that are conceptual in nature, are strong predictors of new product performance, timeliness, and creativity, indicating that competitive advantage is tied to information utilization activities in firms.

Predicting Behavior From Intention-to-Buy Measures: The Parametric Case, ALBERT C. BEMMAOR, May 1995, 176–91.

See "Forecasting"

Using Economic Incentives to Distinguish Perception Bias From Discrimination Ability in Taste Tests, KIN-NAM LAU, GERALD POST, and ALBERT KAGAN, May 1995, 140–51.

See "Brand Evaluation and Choice"

Using Extremes to Design Products and Segment Markets, GREG M. ALLENBY and JAMES L. GINTER, November 1995, 392–403.

Current marketing methodologies used to study consumers are inadequate for identifying and understanding respondents whose preferences for a product offering are most extreme. These "extreme respondents"

have important implications for product design and market segmentation decisions. The authors develop a hierarchical Bayes random-effects model and apply it to a conjoint study of credit card attributes. Their proposed model facilitates an in-depth study of respondent heterogeneity, especially of extreme respondents. The authors demonstrate the importance of characterizing extremes in identifying important product attributes and predicting the success of potential products.

Using Survey Data to Predict Adoption and Switching for Services, SAMARADASA WEERAHANDI and SOUMYO MOITRA, February 1995, 85–96.

The authors consider the diffusion of a service when customers can switch among competing offerings of the service. Explicit formulas for brand switching and adoption probabilities are obtained in terms of customer characteristics, marketing strategies, and product attributes. The procedure of fitting the model with survey data is illustrated by a telecommunications application. The model is useful in identifying target markets and demand forecasting.

PRICING

Determinants of Store-Level Price Elasticity, STEPHEN J. HOCH, BYUNG-DO KIM, ALAN L. MONTGOMERY, and PETER E. ROSSI, February 1995, 17–29.

Using weekly scanner data representing 18 product categories, the authors estimated store-specific price elasticities for a chain of 83 supermarkets. They related these price sensitivities to a comprehensive set of demographic and competitor variables that described the trading areas of each of the stores. Despite the inability of previous research to find much of a relationship between consumer characteristics and price sensitivity, 11 demographic and competitive variables explain on average 67% of the variation in price response. Moreover, the authors found that the consumer demographic variables are much more influential than competitive variables. Their findings open the possibility for more effective everyday and promotional pricing strategies that exploit store-level differences in price sensitivity.

"Sweet Lemons": Illusory Quality, Self-Deceivers, Advertising, and Price, PHILIP M. PARKER, August 1995, 291–307.

See "Strategy and Planning"

PROMOTION

Double Couponing and Retail Pricing in a Couponed Product Category, TRICHY V. KRISHNAN and RAM C. RAO, November 1995, 419–32.

A common practice in many supermarkets is double, and in some cases, triple couponing. Retail managers adopting this policy react emotionally to couponing by manufacturers: They "won't tolerate dumping in this marketplace by manufacturers who run 25 cents coupons elsewhere, but 50 cents coupons [t]here." How justified are retail managers in their claims? Does it really benefit manufacturers to do this? How is the retail pricing of the category affected by the double-couponing policy? And, what happens to the competing retailer that does not double coupon? The authors provide answers to these questions. They use a game theoretic model to (1) study the effects of double couponing, (2) derive the equilibrium level of couponing by manufacturers, and (3) derive the double-couponing retailer's retail pricing of brands in the category, as well as the pricing of the competing retailer that does not follow the double-couponing policy. The authors then test their results using primary data on retail prices.

SELLING

Costs and Benefits of Hard-Sell, WUJIN CHU, EITAN GERSTNER, and JAMES D. HESS, February 1995, 97–102.

Marketers are accused of selling people products they do not need. This can frustrate consumers and eventually lead to angry social commentators. The authors define hard-sell as an effort to match customers to goods that is so annoying to the average consumer that the displeasure exceeds its potential benefits. Using this definition, they derive three results: Hard-sell (1) prevails in the market because it mitigates price competition, (2) injures all consumers, including the often-overlooked customers who avoid direct encounters with the practice, and yet it (3) may increase social welfare because sellers gain more than consumer lose.

STATISTICAL METHODS

Capturing Geographically Localized Misspecification Error in Retail Store Choice Models, ROLAND T. RUST and NAVEEN DONTHU, February 1995, 103–110.

No retail store choice model, no matter how many relevant variables it might include, can realistically expect to model all the variation in store choice. There are always some variables that are left out, because they are difficult to measure, they have not yet been conceptualized in theory, or their estimated parameter stability suffers when an excessive number of predictors are included. Because these omitted variables can be correlated with geographic location, model misspecification error may itself be correlated with location. Estimating the geographically localized misspecification errors therefore suggests itself as a method for estimating (and predicting) the effects of these omitted variables. The authors show that spatial nonstationarity of the model parameters may also be expressed as an instance of omitted variables and therefore be addressed using their method. They show, using both a simulation study and an empirical natural experiment, that estimating the geographically localized misspecification error can appreciably reduce prediction error, even when the predictor model is reasonably well specified.

Equity Estimation and Assessing Market Response: A Rejoinder, ARVIND RANGASWAMY and LAKSHMAN KRISHNAMURTHI, November 1995, 480–85.

The authors use a simulation that explores the same factor used by Wildt (1993), but provides results that refute several of the findings reported in that study. The authors maintain that, under conditions of multicollinearity, the Equity estimator provides estimates that are typically closer to the true parameters than the ordinary least squares and Ridge estimates.

Implications for Asymmetry, Nonproportionality, and Heterogeneity in Brand Switching from Piece-wise Exponential Mixture Hazard Models, MICHEL WEDEL, WAGNER A. KAMAKURA, WAYNE S. DESARBO, and FRENKEL TER HOFSTEDE, November 1995, 457–62.

See "Brand Evaluation and Choice"

Incorporating Prior Knowledge into the Analysis of Conjoint Studies, GREG M. ALLENBY, NEERAJ ARORA, and JAMES L. GINTER, May 1995, 152–62.

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Isolating the Determinants of Innovativeness: A Split-Population Tobit (SPOT) Duration Model of Timing and Volume of First and Repeat Purchase, MURALI CHANDRASHEKARAN and RAJIV K. SINHA, November 1995, 444–56.

See "New Product Development and Launch"

Making the Cut: Modeling and Analyzing Choice Set Restriction in Scanner Panel Data, S. SIDDARTH, RANDOLPH E. BUCKLIN, and DONALD G. MORRISON, August 1995, 255–66.

See "Brand Evaluation and Choice"

MANOVAMAP: Graphical Representation of MANOVA in Marketing Research, THOMAS P. NOVAK, August 1995, 357–74.

The author proposes a graphical representation of the multivariate analysis of variance (MANOVA). This representation, termed a "MANOVAMAP," shows the magnitude of MANOVA model effects and their statistical significance in an easily interpreted statistical graphic. The author discusses the use and construction of MANOVAMAPs for an empirical example and compares it with both a traditional MANOVA analysis of the data and a traditional graphical analysis based on centroid plots.

A Parsimonious Estimating Technique for Interaction and Quadratic Latent Variables, ROBERT A. PING, JR., August 1995, 336–47.

The author proposes an alternative estimation technique for quadratic and interaction latent variables in structural equation models using LISREL, EQS, and CALIS. The technique specifies these variables with single indicants. The loading and error terms for the single indicants can be specified as constants in the structural model. The author's technique is shown to perform adequately using synthetic data sets.

Predicting Behavior From Intention-to-Buy Measures: The Parametric Case, ALBERT C. BEMMAOR, May 1995, 176–91.

See "Forecasting"

A Segmentation Model for the Targeted Marketing of Consumer Durables, BARRY L. BAYUS and RAJ MEHTA, November 1995, 463–69.
See "Forecasting"

Using Extremes to Design Products and Segment Markets, GREG M. ALLENBY and JAMES L. GINTER, November 1995, 392–403.
See "New Product Development and Launch"

STRATEGY AND PLANNING

Advertising Strategies in a Dynamic Oligopoly, GARY M. ERICKSON, May 1995, 233–37.
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Determinants of Competitor Response Time to a New Product Introduction, DOUGLAS BOWMAN and HUBERT GATIGNON, February 1995, 42–53.
See "New Product Development and Launch"

The Effects of Advertised and Observed Quality on Expectations About New Product Quality, PRAVEEN K. KOPALLE and DONALD R. LEHMANN, August 1995, 280–90.
See "New Product Development and Launch"

The Effects of Culture and Socioeconomics on the Performance of Global Brand Image Strategies, MARTIN S. ROTH, May 1995, 163–75.
See "Brand Management"

Implications for Asymmetry, Nonproportionality, and Heterogeneity in Brand Switching from Piece-wise Exponential Mixture Hazard Models, MICHEL WEDEL, WAGNER A. KAMAKURA, WAYNE S. DESARBO, and FRENKEL TER HOFSTEDE, November 1995, 457–62.
See "Brand Evaluation and Choice"

"Sweet Lemons": Illusory Quality, Self-Deceivers, Advertising, and Price, PHILIP M. PARKER, August 1995, 291–307.

The author's study suggests that competition can lead to low-quality advertisers competing against and gaining market shares from lower-priced, high-quality non-advertisers. Evidence in support of this market outcome comes from optometry, a service that has experienced advertising deregulation over the past two decades. The author discusses various explanations of this outcome, including the possibility that self-deceiving consumers relying on "illusory qualities" believe they can judge product quality as measured by the firm, though they cannot. Thus, those consumers are ultimately satisfied with low-quality products at high prices—"sweet lemons."

Weak Signals Versus Strong Paradigms, C.K. PRAHALAD, August 1995, iii-viii.

SURVEY DESIGN

How Well Do You Know Your Partner? Strategies for Formulating Proxy-Reports and Their Effects on Convergence to Self-Reports, GEETA MENON, BARBARA BICKART, SEYMOUR SUDMAN, and JOHNNY BLAIR, February 1995, 75–84.

Surveys in marketing often ask one member of a household what other members think of a new product idea or what their preferences are in terms of existing products and brands. The authors investigate the strategies proxy-reporters use to answer such questions and how close they come to what the target respondents themselves answer. They find that as the extent to which a couple talks to each other or participates in an activity together increases, proxy-reporters tend to use more specific information about the target respondent, and the convergence between self- and proxy-reports tends to increase. Furthermore, as the extent of participation/discussion increases, the strategies used to arrive at self- and proxy-reports become more similar. Implications for improving the quality and cost-effectiveness of survey research are discussed.

Life-Style Segmentation With Tailored Interviewing, WAGNER A. KAMAKURA and MICHEL WEDEL, August 1995, 308–17.

The authors present a tailored interviewing procedure for life-style segmentation. The procedure assumes that a life-style measurement instrument has been designed. A classification of a sample of consumers into life-style segments is obtained using a latent-class model. With these segments, the tailored interview procedure classifies consumers into the same segments in future studies. The procedure minimizes the error of misclassification and decreases the interview costs by using only a fraction of the items for each respondent. In an empirical application to a questionnaire designed to assess lifestyle related to the consumption of fashion, the authors obtain a classification that agrees with the full interview (i.e., using all scale items) for 73% of the respondents while using only 22% of all the questions in a traditional life-style battery.

Modeling the Response Pattern to Direct Marketing Campaigns, AMIYA K. BASU, ATASI BASU, and RAJEEV BATRA, May 1995, 204–12.
See "Market Analysis and Response"

TRADING RELATIONSHIPS

The Effects of Perceived Interdependence on Dealer Attitudes, NIRMALYA KUMAR, LISA K. SCHEER, and JAN-BENEDICT E.M. STEENKAMP, August 1995, 348–56.
See "Channels of Distribution"

The Effects of Supplier Fairness on Vulnerable Resellers, NIRMALYA KUMAR, LISA K. SCHEER, and JAN-BENEDICT E.M. STEENKAMP, February 1995, 54–65.

This study examines the role of supplier fairness in developing long-term relationships between relatively smaller, vulnerable resellers and larger, powerful suppliers. The authors conceptualize two components of fairness—distributive fairness, that is, the fairness of outcomes received by the reseller from carrying the supplier's line, and procedural fairness, the fairness of procedures and processes used by the supplier in relation to its resellers. Testing their hypotheses from the perspective of automobile dealers, the authors find strong evidence that vulnerable resellers' perceptions of both distributive and procedural fairness enhance their relationship quality, although these effects are moderated by the level of outcomes and environmental uncertainty. Furthermore, procedural fairness has relatively stronger effects on relationship quality than distributive fairness, which is a somewhat surprising result from a managerial perspective. The constructs and relationships among the constructs demonstrate cross-national stability across the two countries in the sample, the United States and the Netherlands.

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